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CONSUMER TIME

CONSUMERS IN THE MAKING

NETWORK: NBC

DATE: November 30, 1946

ORIGIN: WRC

TIME: 12:15--12:30 PM EST

(Produced by the United States Department of Agriculture
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CONSUMER TIME is restricted to network broadcast of the
program...presented for more than thirteen years in the
interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME, by the U. S. Department of Agriculture. And here are your inquiring consumers...Mrs. Freyman and Johnny.
5. FREYMAN: Today CONSUMER TIME's spotlight is on consumers in the making...4-H club boys and girls.
6. JOHN: Right now 4-H club people are flocking from every State in the Union to attend the twenty-fifth annual 4-H Club Congress...beginning this weekend in Chicago.
7. FREYMAN: And in a few minutes we're going to switch to Chicago for an on-the-spot interview with 4-H club members from Oregon, Iowa, and Connecticut.
8. JOHN: Which I call covering the country pretty well.
9. FREYMAN: But first, we'd better check up on the background for this 4-H club session.
10. JOHN: Well you know exactly what 4-H clubs are, don't you, Mrs. Freyman?

11. FREYMAN: Of course, Johnny. They're groups of rural young people who are carrying on farming, homemaking, or community activities with the help of extension workers and volunteer leaders.
12. JOHN: And do you know what the 4-H's stand for?
13. FREYMAN: Certainly. The 4-H's mean training the head, heart, hands, and health through club work.
14. JOHN: Any boy or girl between ten and twenty-one who wants to "learn by doing" can become a member of a 4-H club.
15. FREYMAN: I like that phrase "learn by **doing**", Johnny.
16. JOHN: Well, it's exactly what over one million and a half 4-H club members do.
17. FREYMAN: And believe me, there is no better way to learn how to be a discriminating consumer than through some of the projects these young people undertake.
18. JOHN: That's right...4-H club girls plan and prepare nutritious meals.
19. FREYMAN: Many of them participate in projects on cooking, sewing, canning...
20. JOHN: Freezing foods...fixing up old furniture...
21. FREYMAN: Knitting...wise buying...budgeting. In fact all phases of homemaking.
22. JOHN: They're really consumers in the making.
23. FREYMAN: But now, let's find out from the girls themselves how 4-H club work trains them to be wise consumers.
24. ENGINEER: WATCH SWITCH COMING UP AT 12:17 EST. CUE IS UNDERLINED.
25. JOHN: I kind of think we adults might learn some pretty good ideas from these young people.
26. FREYMAN: And I agree with you.

27. JOHN: Now, let's turn the microphone over to Joe Tonkin of the U. S. Department of Agriculture. Joe's in Chicago ready to introduce 4-H club girls from Oregon, Iowa, Mississippi, and Connecticut. CONSUMER TIME takes you to Chicago.

28. SWITCH TO CHICAGO 12:17 EST

49. TONKIN: This is Joe Tonkin returning you to Washington, D. C.

50/ SWITCH TO WASHINGTON D.C. 12:27 EST

51. JOHN: This is Johnny again, in Washington, D. C. Well, Mrs. Freyman did I say that maybe we could learn something from those young people?

52. FREYMAN: That you did, Johnny.

53. JOHN: Well, now I know there's no maybe about it.

54. FREYMAN: Yes, 4-H club people are learning to be wise consumers...and good citizens. And they're ready to face the new and difficult problems of the peace (POSSIBLE CUT STARTS HERE) with the help of ten guideposts they themselves set up. Let's look at those guideposts.

55. FREYMAN: Developing talents for greater usefulness.

56. JOHN: This has been a major aim of 4-H clubs from their earliest days. Tomorrow's leaders can develop skill, knowledge, and character from 4-H club experience.
57. FREYMAN: The second guide post...joining with friends for work, fun, and fellowship.
58. JOHN: Four-H clubs bring new dignity to common tasks through learning to do them better. They'll help meet problems of social contacts and wholesome recreation for all youth...and build together a faith in spiritual and moral values.
59. FREYMAN: Guide post three...learning to live in a changing world...
60. JOHN: By putting current scientific facts into practice in homes and on farms...by studying economic facts, world events, and public policies.
61. FREYMAN: Four...choosing a way to earn a living.
62. JOHN: Through a variety of 4-H enterprises which explore job possibilities.
63. FREYMAN: Guidepost five...producing food and fiber for home and market.
64. JOHN: Number six...creating better homes for better living.
65. FREYMAN: Number seven...conserving Nature's resources for security and happiness.
66. JOHN: Eight...building health for a strong America.
67. FREYMAN: Nine...sharing responsibilities for community improvement.
68. JOHN: And last...serving as citizens in maintaining world peace... by practicing good citizenship in community, State, and Nation...
69. FREYMAN: And by learning about the cultures, habits, and heritages of all peoples.
70. JOHN: There you have the ten guideposts for 4-H clubs in a changing world.

71. FREYMAN: And if you don't think 4-H club people will become better consumers---and better citizens---by following these... you just watch them. (END OF POSSIBLE CUT.)
72. JOHN: Now, Mrs. Freyman, what's on CONSUMER TIME, next Saturday?
73. FREYMAN: Next week, the cold facts on when you can expect a new refrigerator. Also tips on how to pamper your old refrigerator to make it last as long as possible!
74. JOHN: A timely subject right now. So friends be with us next week for another edition of
75. SOUND CASH REGISTER
76. ANNCR: CONSUMER TIME !
77. SOUND: CASH REGISTER...CLOSE DRAWER
78. ANNCR: CONSUMER TIME written by Eleanor Miller and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture through the facilities of the National Broadcasting Company and its affiliated independent stations. It came to you today from Chicago and Washington, D. C.

This is NBC, the National Broadcasting Company.

